CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

February 1962

CPFJ - 126

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some over-estimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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May 1962

Based on data collected for the Florida Citrus Commission by the Market Research Corporation of America

CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
February 1962

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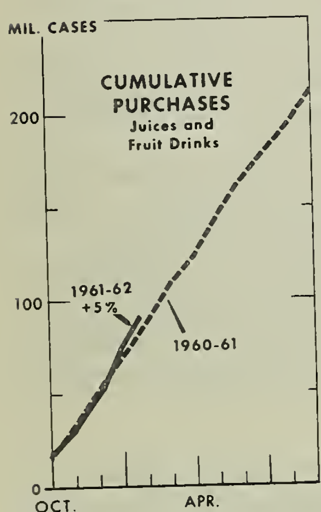
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS



Household consumption of frozen concentrated juices, canned juices, chilled orange juice, and canned fruit drinks in February 1962 was up 13 percent from a year earlier to a new peak of 20.1 million cases. Prices averaged lower, and expenditures, although totaling more than a year earlier, were down from the preceding month, largely as a result of reduced spending for frozen orange concentrate.

Purchases of frozen orange concentrate held at the record level of January, but prices were down from both that month and a year earlier.

Purchases and expenditures for chilled orange juice and canned orange juice were up from both the preceding month and a year earlier. These 2 orange juices together with frozen concentrate accounted for 47 percent of total household purchases of juices and canned fruit drinks, the largest market share in the 2½ years that comparable data are available.

Consumption of canned grapefruit juice increased a third over a year earlier, but prices were down and the gain in expenditures was more moderate. Purchases of canned grapefruit sections also increased.

Consumption of prune juice climbed 9 percent to a new record, and although prices were off, expenditures also rose to a new peak. On the other hand, pineapple juice and miscellaneous canned juices were purchased in lesser volume than a year earlier.

Consumption and prices paid for pineapple-grapefruit drink continued to decline. In contrast, movement and prices of canned orange drink and miscellaneous canned fruit drinks were higher than in February 1961.

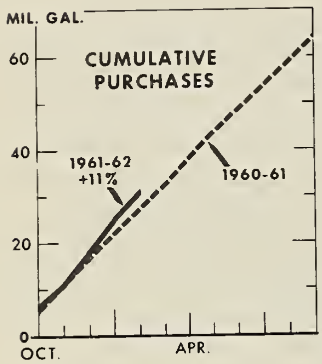
Production of frozen orange concentrate through February of the current season was well ahead of a year earlier. Output of canned grapefruit juice and canned orange juice was up more moderately. Movement of oranges to the fresh

market through February was about the same as a year earlier, but movement of fresh grapefruit was up.

FROZEN CONCENTRATED AND CHILLED JUICES

FROZEN ORANGE CONCENTRATE LEVELS OFF DESPITE FURTHER PRICE DECLINE

Household purchases of frozen orange concentrate in February held at the record January volume, even though prices dropped another cent to a 2-year low of 18 cents per 6-ounce can. 1/



Nevertheless, purchases were up substantially in comparison with the same month of 1961. And, the share of the household market for juices and canned fruit drinks, up 5 points to 40 percent, was the largest in the $2\frac{1}{2}$ years comparable data are available. The gain in volume reflected an 11-percent increase in the number of users to 31.5 percent of the Nation's families, together with a still greater relative increase in the average size of purchase.

Retail prices were down 3.7 cents or 17 percent from February 1961. As a result, despite the heavy increase in movement, consumer expenditures were up a modest 6 percent from a year earlier, and were off $1.4 million from January. Except for canned orange drink and miscellaneous fruit drinks, prices for other products were also down, but the declines were more moderate than that of frozen orange concentrate.

A 6-ounce serving of reconstituted frozen orange juice cost consumers 4.5 cents in February. This was about the same as the cost of miscellaneous frozen concentrates, but was less than paid for other orange juices, or for many beverages commonly bought for home consumption.

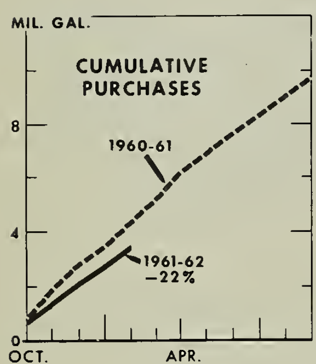
Cumulative purchases for the first 5 months of the season through February amounted to a record 30 million gallons -- 11 percent or 3 million gallons ahead of the same period of 1960-61 as shown by the chart at the left. Preliminary March data indicated purchases for the first half of the season will total about 36.6 million gallons, 14 percent more than a year earlier. In past years, purchases through March -- the first half of the season -- have accounted for more than half of the annual volume. Purchases usually drop to the seasonal low point in August.

1/ Monthly and cumulative data in this report for purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual size of can as shown in Table 15.

Movement in the first quarter of 1962 averaged 28 percent above the same quarter of 1961. This was a greater gain than would be expected on the average from a decline in price of 16 percent (from 21.4 to 18 cents). 2/ On the other hand, purchases failed to gain over January, despite a price decline of 8 percent (to 17.4 cents from 19 cents).

Production of frozen orange concentrate through February is ahead of a year earlier. The indicated orange crop is up from 1960-61, but movement of oranges to the fresh fruit market has held about the same. The estimated supply of oranges remaining to be marketed at the end of February is greater than a year earlier. (See page 12.)

USE OF MISCELLANEOUS FROZEN CONCENTRATES DROPS SHARPLY



While consumption of frozen orange concentrate held at record levels in February, use of miscellaneous frozen concentrates, such as grape, grapefruit, pineapple, tangerine, and the various blends, was only three-fourths as great as a year earlier. Movement was also slow in comparison with January.

Retail prices for these products averaged 18.7 cents per 6-ounce can. This was only slightly less than paid in February 1961 in contrast to the sizable drop in price of frozen orange concentrate. As a result, for the first time in several years, miscellaneous frozen concentrates were more expensive than frozen orange.

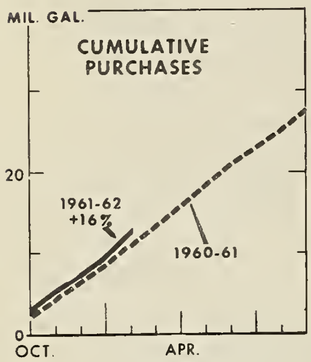
FROZEN CONCENTRATES ACCOUNT FOR 44 PERCENT OF THE MARKET

Total household purchases of frozen concentrated juices were up 20 percent -- 1.2 million gallons -- from a year earlier. This was a substantially greater gain than made by canned juices or canned fruit drinks, and the share of the market rose 3.4 points to a 2-year high of 44 percent.

CHILLED ORANGE JUICE CONTINUES TO GAIN

February was a good month for chilled orange juice: more families bought the product than ever before; retail move-

2/ Henderson, P.L., Brown, S.E., Effectiveness of a Special Promotional Campaign for Frozen Concentrated Orange Juice," USDA, MRR 457, March 1961. "Efficacy of Product Promotions", a paper by P.L. Henderson, MDB, MED, Assn. of Southern Agricultural Workers Conference at Jacksonville, Fla., Feb. 5-7, 1962.



ment rose to a new high; and, although prices were down, consumer expenditures climbed 17 percent over a year earlier to a record $4.2 million.

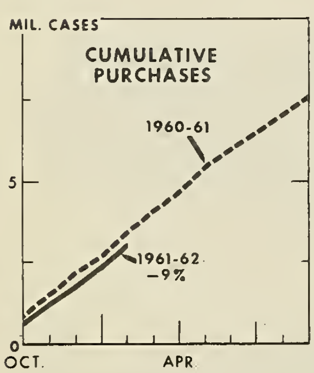
The purchase volume was 19 percent -- 425,000 gallons -- greater than a year earlier. This brought cumulative movement for the season to 12.6 million gallons, a 16-percent gain over the same 5-month period of 1960-61.

Retail prices averaged 38.6 cents per quart. This represented a decline of about 1 cent from February 1961 and the lowest price for more than a year.

About 6 percent of families bought chilled orange juice in February 1962, compared with 5 percent a year earlier and 4.8 percent in February 1959. Although consumption has been on the upturn, the gains have been small in comparison with those of frozen orange concentrate. For example, in a similar period 10 years earlier, the proportion of families buying frozen orange concentrate rose from 5 percent in February 1949 to 24 percent in February 1952, and volume of purchases increased 10 fold. (See page 13.)

CANNED SINGLE-STRENGTH JUICES

USE OF CANNED ORANGE JUICE HEAVIEST SINCE OCTOBER 1960

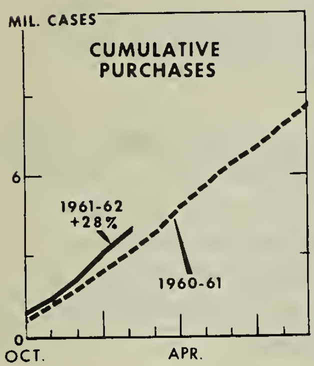


Consumption of canned orange juice was up 12 percent -- 75,000 cases -- from the low February 1961 volume. However, this was only the second time that purchases in the current season exceeded the low levels of 1960-61. As a result, cumulative movement for the first 5 months of the season was off 9 percent -- 320,000 cases -- from the same period of 1960-61, to set a new low in this 13-year series.

Retail prices were down 5 percent from a year earlier to 39.7 cents per 46-ounce can. Expenditures for the product, nevertheless, increased 8 percent. February purchases and expenditures were the highest, and prices paid the lowest, since October 1960.

The gain in movement over a year earlier was associated with increases in both the number of users and in the average size of purchase. (See page 14.)

CONSUMPTION OF GRAPEFRUIT JUICE RISES TO 4-YEAR HIGH



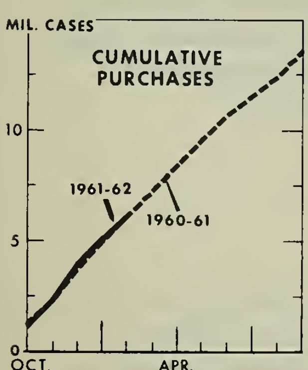
The February retail price of canned grapefruit juice was down 3.8 cents from a year earlier to 27.8 cents per 46-ounce can. Purchases increased a third -- 200,000 cases -- to make the largest February volume since 1958. Movement has been heavier since that time, but only in those months in which prices dropped below the 30-cent mark -- in the second quarter of 1959 when prices decreased approximately 5 cents from preceding months to about 29 cents, and again in the second quarter of 1961, when prices fell from about 31 to 28 cents.

Prices have averaged 28.3 cents thus far in the current season, 8 percent less than in the same 5 months of 1960-61. Purchases increased substantially, and despite the lower unit price, the season's expenditure was up 17 percent.

The increase in volume over 1960-61 was associated with a moderate gain in the proportion of families buying, coupled with a still heavier gain in the average size of purchase. Even with the recent increase in users, the proportion of families buying remained below the levels that prevailed in 1956-57 when prices were about the same as now.

The indicated grapefruit crop is smaller than in 1960-61. Movement of the fruit to the fresh market and output of canned grapefruit juice, however, is ahead of a year earlier. (See page 15.)

PINEAPPLE JUICE OFF SLIGHTLY

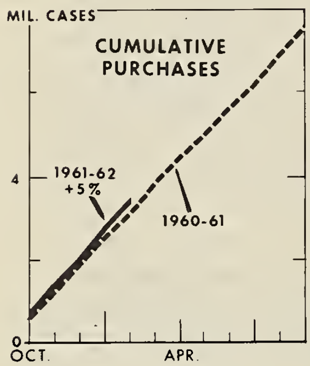


Purchases of pineapple juice were down a little from a year earlier, and were off contraseasonally from January, in contrast to the general upturn in consumption of competing products. This product and pineapple-grapefruit drink were the only individually reported items purchased in smaller volume than in February 1961.

Retail prices averaged 28.4 cents, 0.3 cent less than a year earlier. The price decline was small in comparison with the reductions reported for other canned juices or frozen orange concentrate.

Cumulative purchases and expenditures for pineapple juice through February totaled the same as in the corresponding period of 1960-61. (See page 16.)

EXPENDITURES FOR PRUNE JUICE REACH NEW PEAK



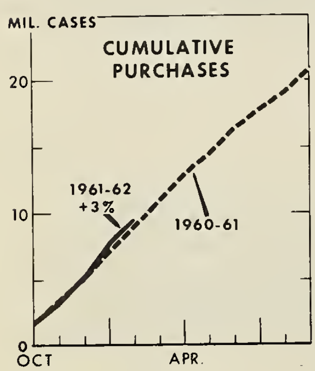
Prices paid for prune juice were off a little from February 1961, but consumer expenditures for the product climbed to a new high in this 13-year series.

February consumption, up 9 percent or 56,000 cases from the preceding February, has been exceeded only on a few occasions when prices were about 10 cents lower.

Prices for prune juice averaged 43.6 cents, compared with 44.1 cents a year earlier and the 1955-59 February average of 36.7 cents. Expenditures, however, were up 8 percent to a record $4.1 million. The product accounted for 3.5 percent of the total quantity of juices and canned fruit drinks bought for home consumption and for 6.5 percent of the expenditures for those products.

About 7.6 percent of families used prune juice in February. The proportion of families buying has never significantly exceeded this amount. Purchases per buying family were off a little from recent months to the same level as a year earlier. (See page 17.)

EXPENDITURES FOR TOMATO JUICE ALSO UP

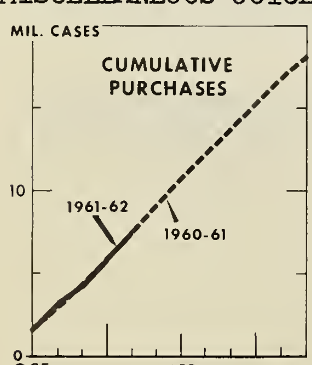


The retail price of tomato juice was also off a little from February 1961, but purchases and expenditures for the product were the highest in recent years.

The purchase volume was up 6 percent or 110,000 cases from a year earlier. This represented a 2-year high in proportion of families buying (17.2 percent), as well as a larger-than-average size of purchase.

A 46-ounce can of tomato juice cost consumers an average of 27.8 cents, 0.9 cent less than a year earlier. Thus, a 6-ounce serving cost 3.6 cents -- only pineapple-grapefruit drink was cheaper. (See page 18.)

MISCELLANEOUS JUICES STEADY

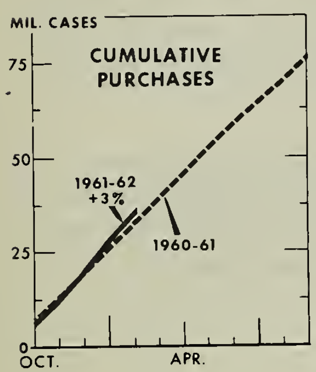


Retail movement of miscellaneous canned juices was almost the same in February 1962 as a year earlier. About 18 percent of families bought 1 or more of these products, which include such juices as apple, grape, and tangerine along with a variety of blends, many of which contain citrus. Purchases held at 1.4 cans per buying family.

Family consumption of these juices is small compared with the use of other juices or drinks.

Retail prices averaged 36.1 cents per 46-ounce can, 1.8 cents less than a year earlier, and the lowest in the $2\frac{1}{2}$ years for which data are available. At this price, a 6-ounce serving cost 4.7 cents, well above prices paid for most competing products. (See page 22.)

TOTAL CANNED SINGLE-STRENGTH JUICES UP MODERATELY



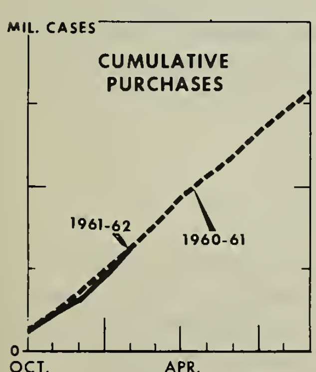
Consumption of canned single-strength juices increased 6 percent -- 410,000 cases -- in total over a year earlier, to reach a 2-year high. These products accounted for about a third of purchases and expenditures for juices and canned fruit drinks.

The season's purchase through February was 3 percent -- 900,000 cases -- ahead of the same 5 months of 1960-61. In comparison, consumption of canned fruit drinks increased about 3 percent or 400,000 cases, and use of frozen concentrates increased 12 percent, the equivalent of 2.6 million cases of single-strength juice.

The number of families using canned single-strength juices rose 1 percentage point over a year earlier to 44.3 percent. Consumption held at 2.7 cans (46-ounce) per buying family. (See page 23.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK CLIMBS TO NEW FEBRUARY PEAK

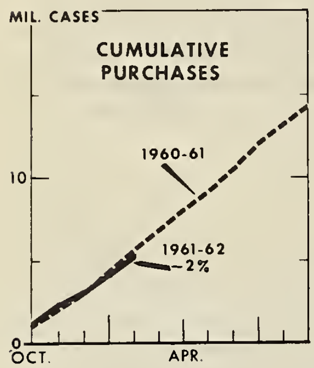


Prices paid for canned orange drink edged up to 32.9 cents per 46-ounce can in February, almost the highest reported in this 10-year series. Nevertheless, household consumption of the drink increased 13 percent over February 1961 rising to the highest level yet reported for the month. Even so, the seasonal decline from January was sharper than usual.

The gain in movement was associated with a larger size of purchase, along with an increase in the number of users.

Consumption was relatively low in the first part of the season, and cumulative purchases through February totaled the same as in 1960-61. Prices averaged higher and, consumer expenditures were moderately greater. (See page 19.)

PINEAPPLE-GRAPEFRUIT DRINK OFF A LITTLE

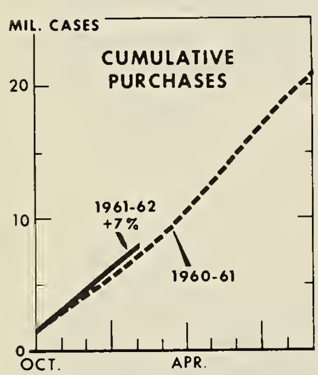


In contrast to the gains made by orange drink, purchases and prices paid for pineapple-grapefruit drink were down from February 1961. Movement of the product also failed to make the usual seasonal gain over January. This was the third month in succession that purchases were below year-earlier levels, and, as a result, the season's purchase fell behind the 1960-61 volume. Canned orange juice was the only other individually reported product purchased in lesser volume than in 1960-61.

Retail prices at 27.1 cents per 46-ounce can were almost the lowest reported in this 6-year series. At this price, a 6-ounce serving of pineapple-grapefruit drink cost 3.5 cents. In comparison, other products cost from 3.6 to 8.2 cents per serving.

Only 8.2 percent of families bought pineapple-grapefruit drink in February, the smallest proportion reported for the month since 1958. The average size of purchase, however, continued to compare favorably. (See page 20.)

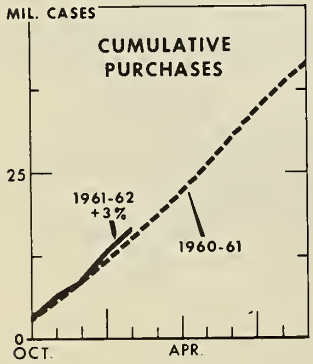
MISCELLANEOUS CANNED FRUIT DRINKS UPTREND CONTINUES



February purchases of miscellaneous fruit drinks, such as grape, banana-orange, apricot-orange, along with a great number of other blends some of which contain citrus, continued to increase in February. Movement was up 10 percent or 160,000 cases from a year earlier to the highest level yet reported for the cooler months of the year. The season's movement through February was 7 percent ahead of the same period a year earlier, and 12 percent ahead of 2 years earlier.

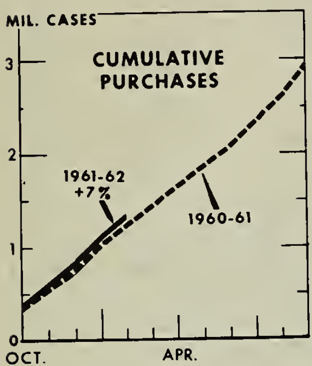
The gain in volume over February 1961 was associated with more families buying. The average size of purchase held the same. (See page 22.)

TOTAL CANNED FRUIT DRINKS UP MODERATELY



Consumption of canned fruit drinks in total was 6 percent -- 190,000 cases -- greater in February than in the same month of 1961. The uptrend in purchases of canned fruit drinks has slowed, and movement for the season through February was only 3 percent -- 400,000 cases -- ahead of the same period of 1960-61. In comparison, purchases in the first 5 months of 1960-61 were 14 percent -- 1.9 million cases -- ahead of the same period of 1959-60. (See page 23.)

GRAPEFRUIT SECTIONS INCREASE MODERATELY



Home consumption of canned grapefruit sections increased about 5 percent -- 11,000 cases -- over February a year earlier. The gain was associated with a larger size of purchase as the proportion of families buying was down.

Retail prices averaged 20 cents per No. 303 can, compared with 21.4 cents in the preceding February. Except for 2 earlier months in the current season, prices have not been lower than this since early 1958.

Cumulative purchases through February were 7 percent -- 90,000 cases -- ahead of 1960-61. Prices averaged lower, however, and expenditures totaled about the same.

Production of canned grapefruit sections is lagging behind the 1960-61 output. (See page 21.)

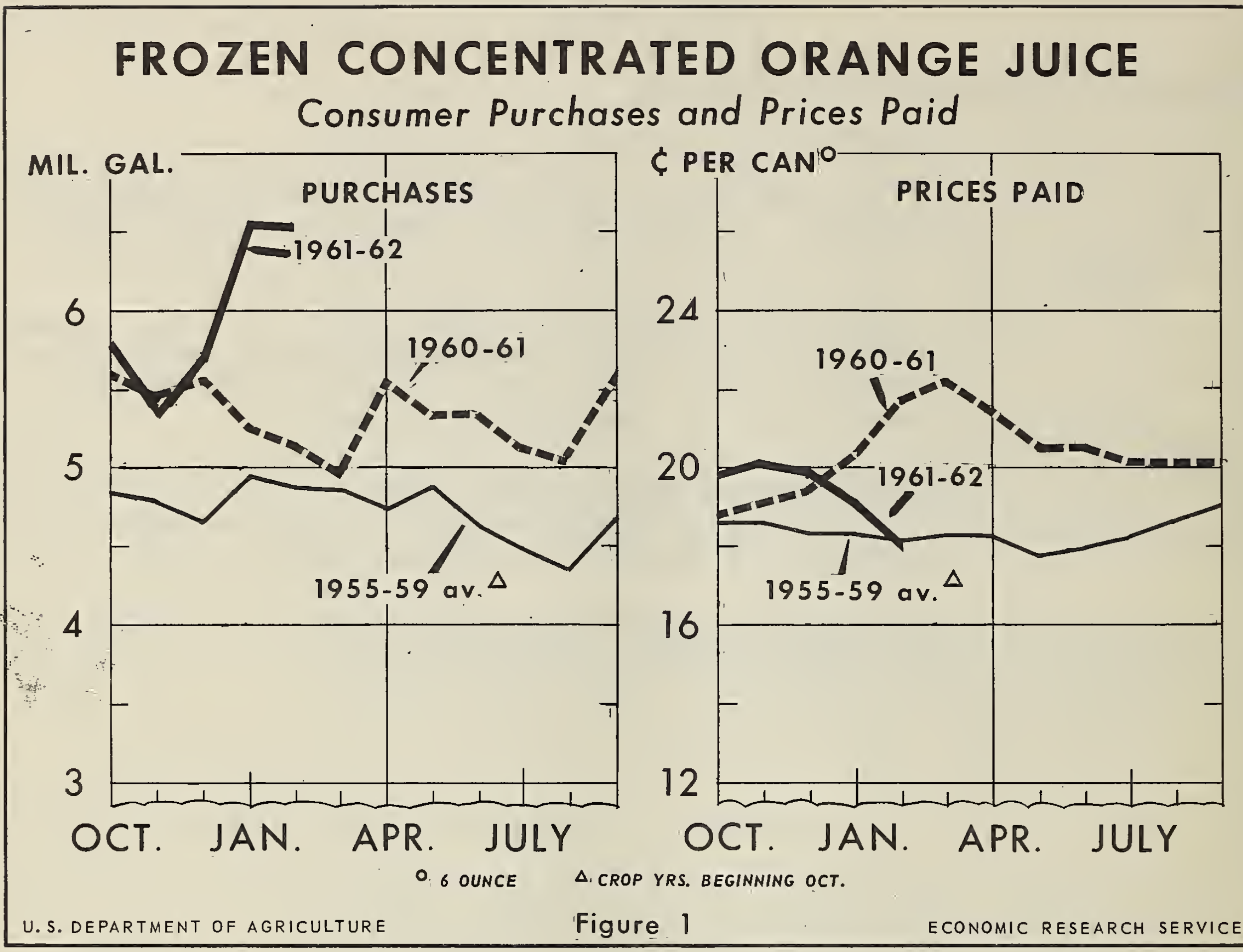


Figure 1

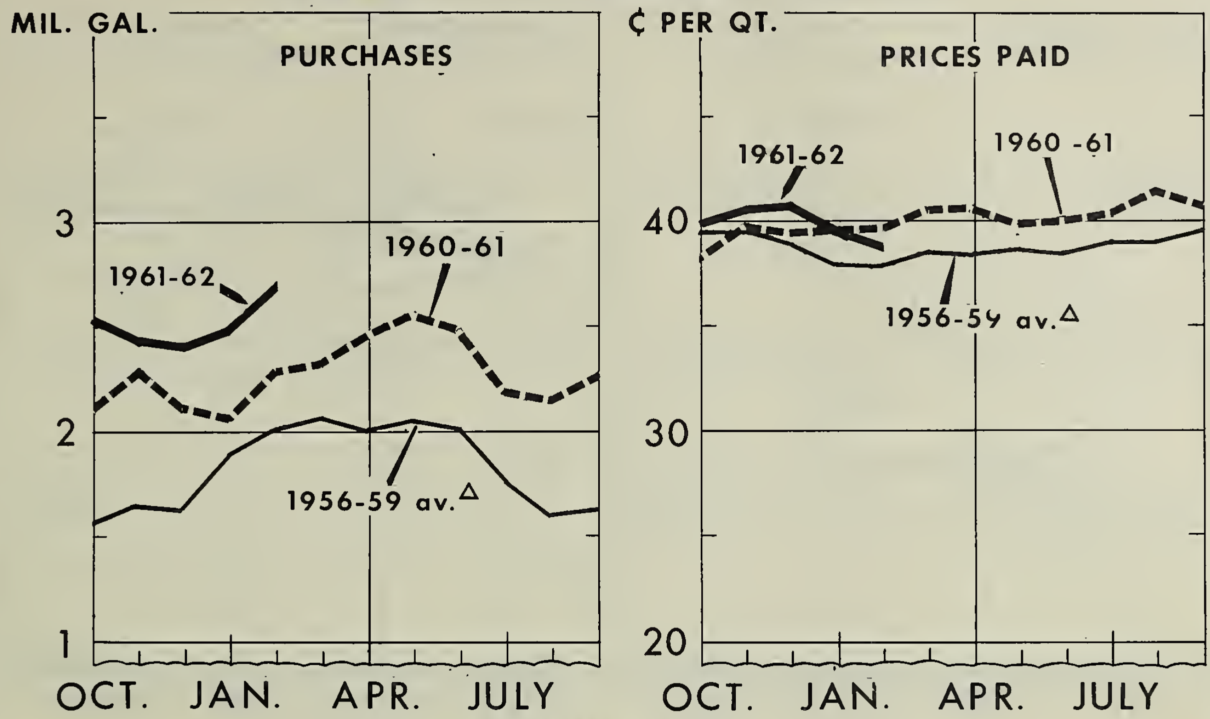
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.	6,582	5,149	4,896	31.5	28.5	50	43	18.0	21.7	18.2
Mar.		4,966	4,868		28.1		43		22.1	18.3
Jan.-Mar.		31,998	28,972							
Apr.		5,547	4,751		29.5		45		21.4	18.3
May		5,325	4,894		29.2		45		20.5	17.8
Jun.		5,308	4,626		28.9		44		20.5	18.0
Apr.-Jun.		48,178	43,243							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Season		63,823	56,757						20.3	18.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



△ CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE — Figure 2 — ECONOMIC RESEARCH SERVICE

Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.	2,713	2,288	2,022	6.0	5.0	106	108	38.6	39.6	37.9
Mar.		2,332	2,071		4.9		114		40.6	38.6
Jan.-Mar.		13,206	10,870							
Apr.		2,475	2,012		5.4		110		40.6	38.5
May		2,553	2,060		5.4		114		39.9	38.7
Jun.		2,485	2,010		5.3		112		40.0	38.5
Apr.-Jun.		20,719	16,952							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

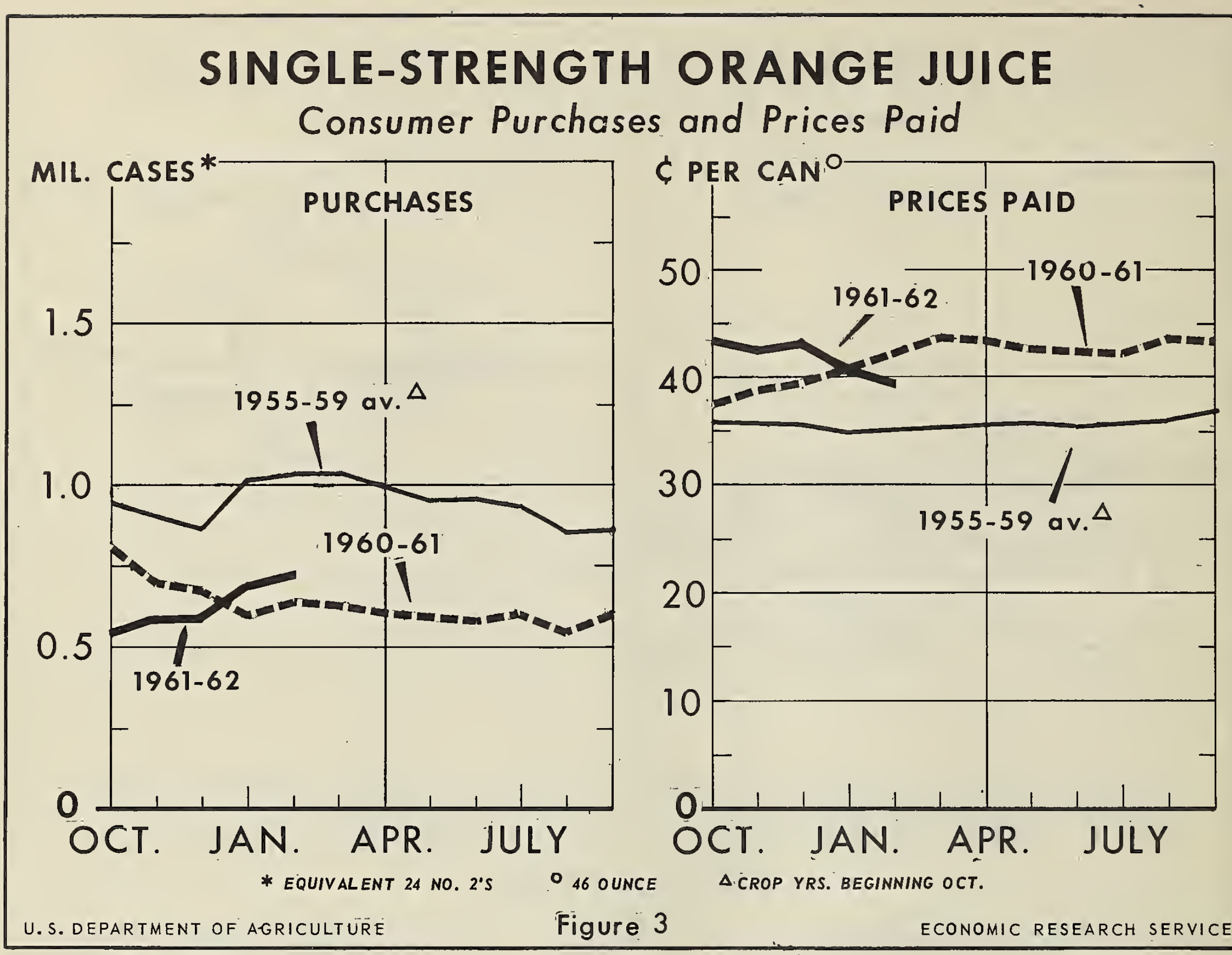
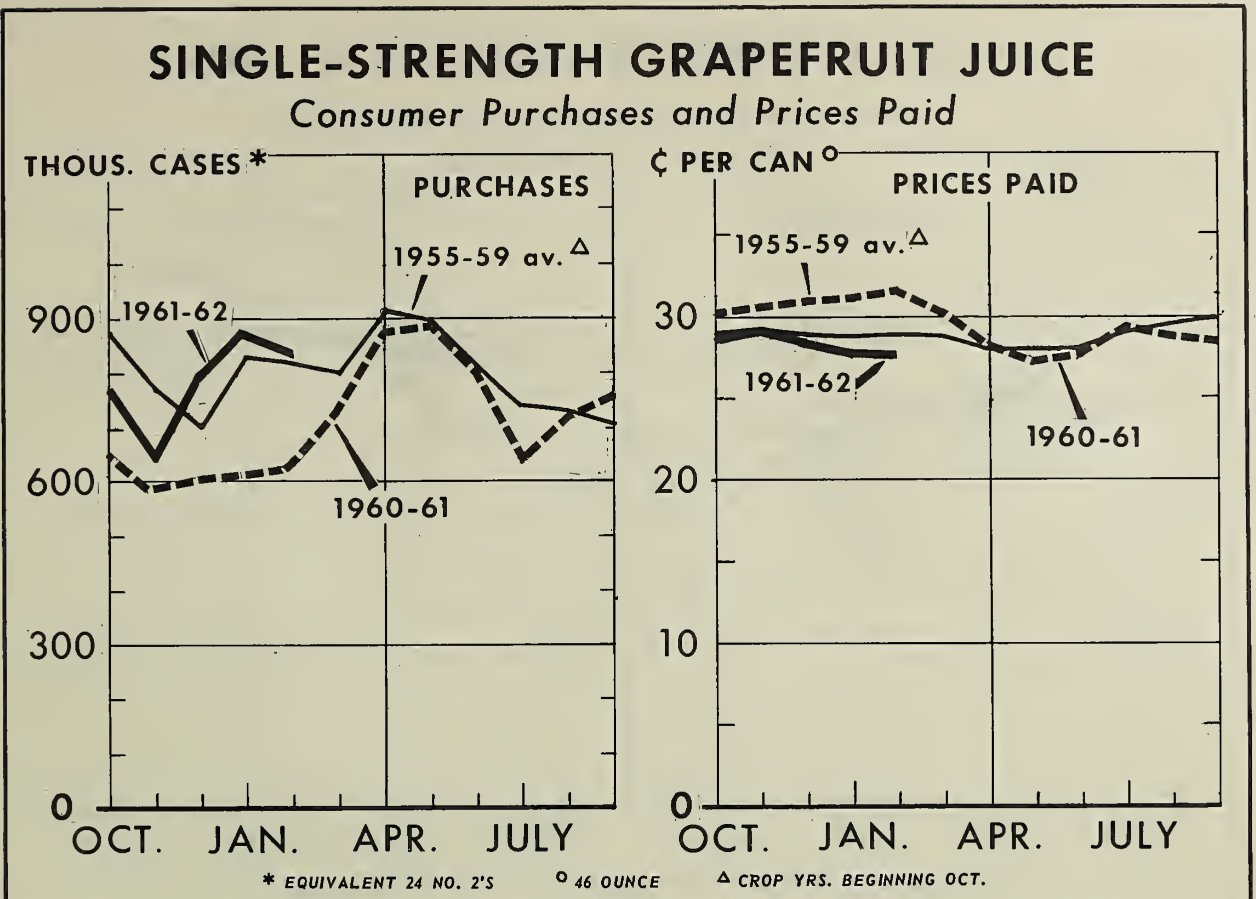


Figure 3

Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.	719	645	1,043	6.2	5.9	92	89	39.7	42.0	35.1
Mar.		621	1,050		5.9		84		43.5	35.2
Jan.-Mar.		4,065	5,852							
Apr.		600	996		5.6		86		43.2	35.6
May		593	953		5.4		90		42.5	35.7
Jun.		572	962		5.2		89		42.3	35.4
Apr.-Jun.		5,830	8,763							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.	823	619	819	5.9	5.2	111	96	27.8	31.6	28.8
Mar.		736	804		5.4		110		30.2	28.7
Jan.-Mar.		3,806	4,799							
Apr.		871	911		6.3		112		27.9	28.1
May		881	898		6.3		113		27.0	28.0
Jun.		800	818		5.9		110		27.5	28.2
Apr.-Jun.		6,358	7,426							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

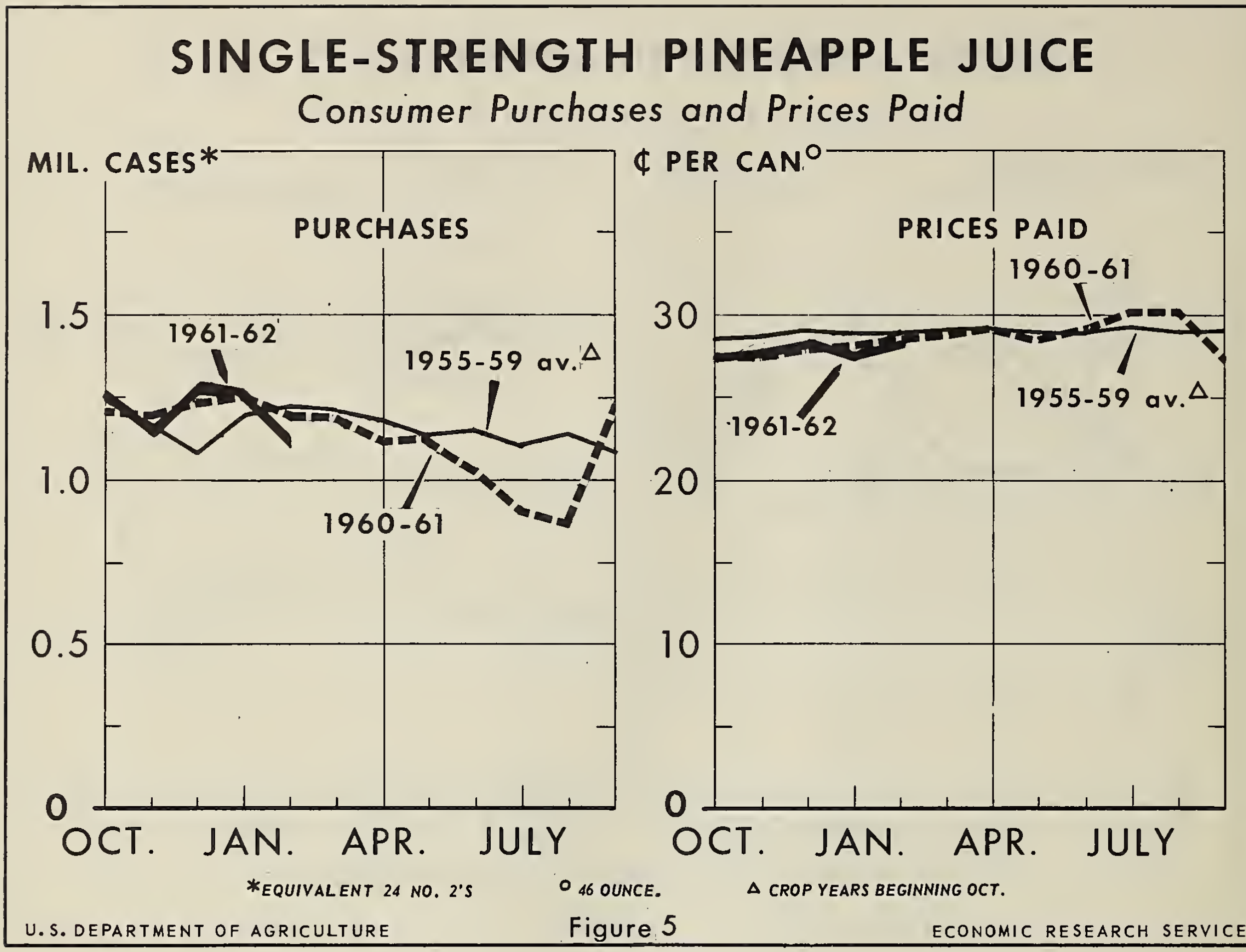


Figure 5

Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.	1,182	1,204	1,236	10.2	10.1	92	95	28.4	28.7	29.2
Mar.		1,188	1,218		10.0		98		29.0	29.3
Jan.-Mar.		7,301	7,159							
Apr.		1,112	1,182		9.8		92		29.2	29.4
May		1,146	1,146		9.1		102		28.7	29.3
Jun.		1,036	1,158		9.0		93		29.2	29.2
Apr.-Jun.		10,595	10,645							
Jul.		911	1,109		8.1		91		30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

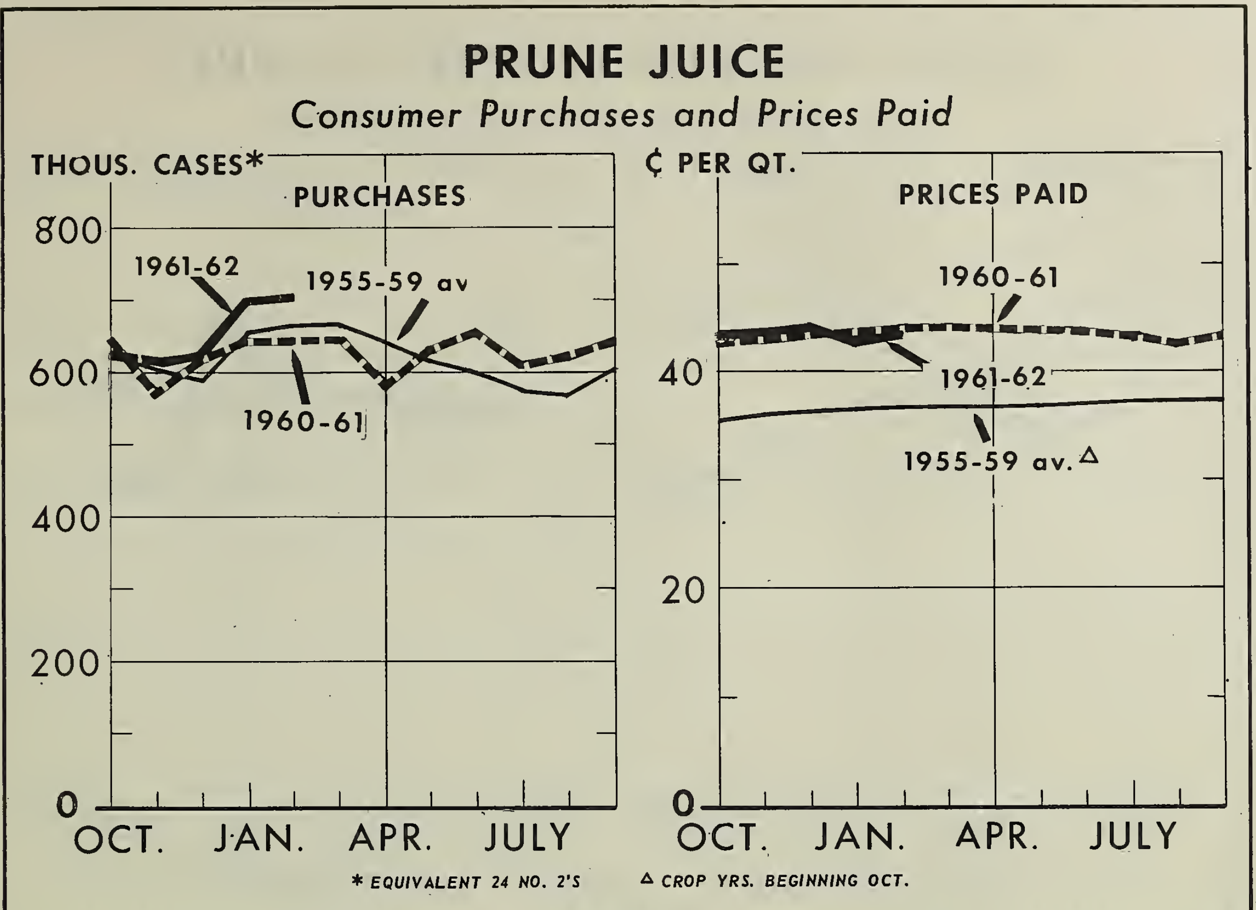


Figure 6

Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.	699	643	666	7.6	6.9	73	74	43.6	44.1	36.7
Mar.		648	665		7.2		73		44.1	36.8
Jan.-Mar.		3,772	3,810							
Apr.		584	640		6.4		74		44.1	36.7
May		631	616		6.9		75		43.9	36.9
Jun.		657	602		7.2		74		43.7	36.9
Apr.-Jun.		5,644	5,668							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

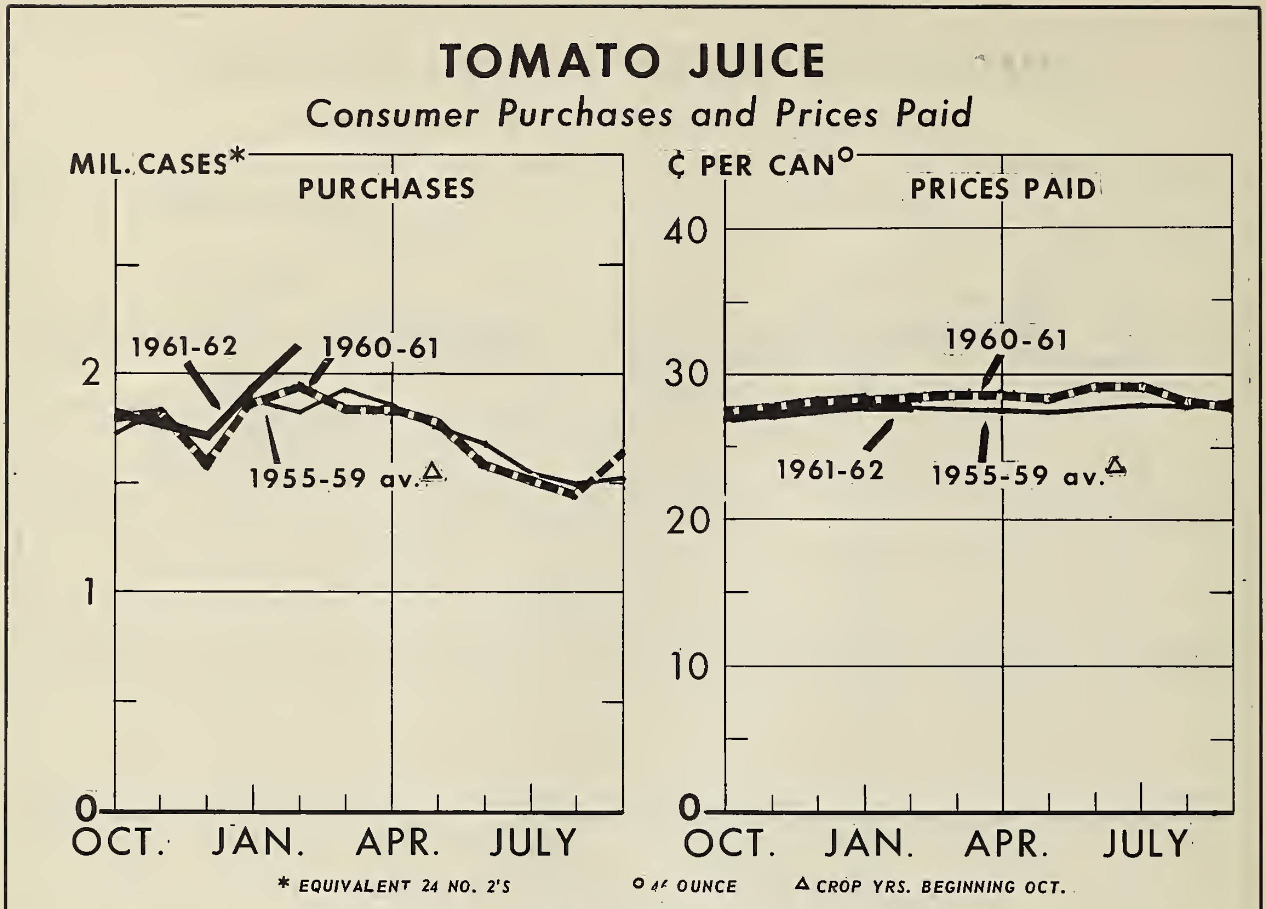


Figure 7

Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.	2,072	1,958	1,819	17.2	16.7	95	96	27.8	28.7	27.8
Mar.		1,854	1,916		16.6		94		28.6	27.5
Jan.-Mar.		10,907	10,785							
Apr.		1,855	1,853		16.5		91		28.7	27.4
May		1,771	1,750		15.5		93		28.4	27.3
Jun.		1,597	1,698		14.5		90		29.4	27.6
Apr.-Jun.		16,130	16,086							
Jul.		1,511	1,545		13.6		90		29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

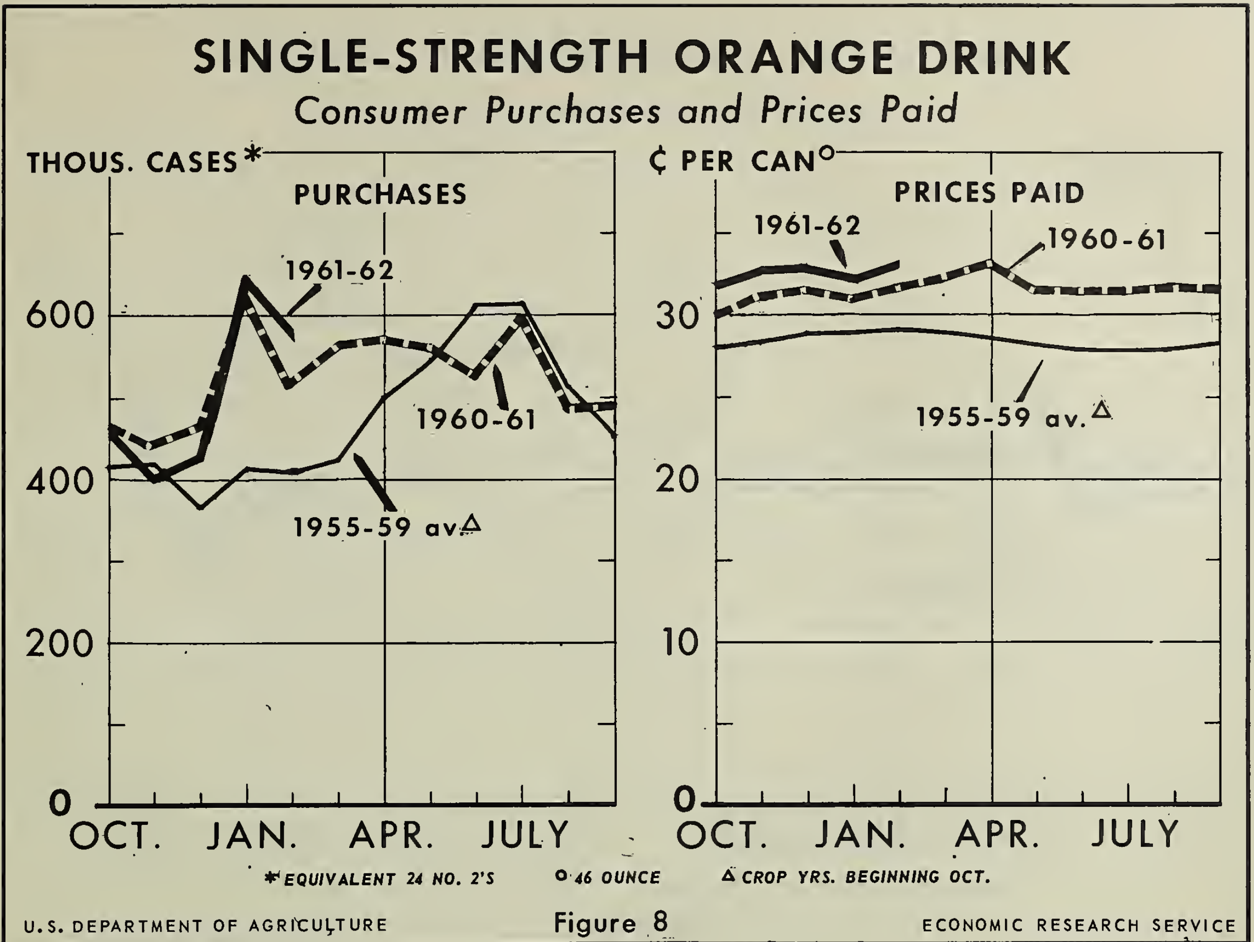


Figure 8

Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.	579	514	409	3.9	3.7	118	111	32.9	31.7	29.4
Mar.		561	422		4.0		112		32.2	29.0
Jan.-Mar.		3,082	2,446							
Apr.		574	501		4.0		117		33.2	28.6
May		564	542		4.2		109		31.5	28.4
Jun.		528	614		4.4		98		31.4	27.9
Apr.-Jun.		4,748	4,103							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

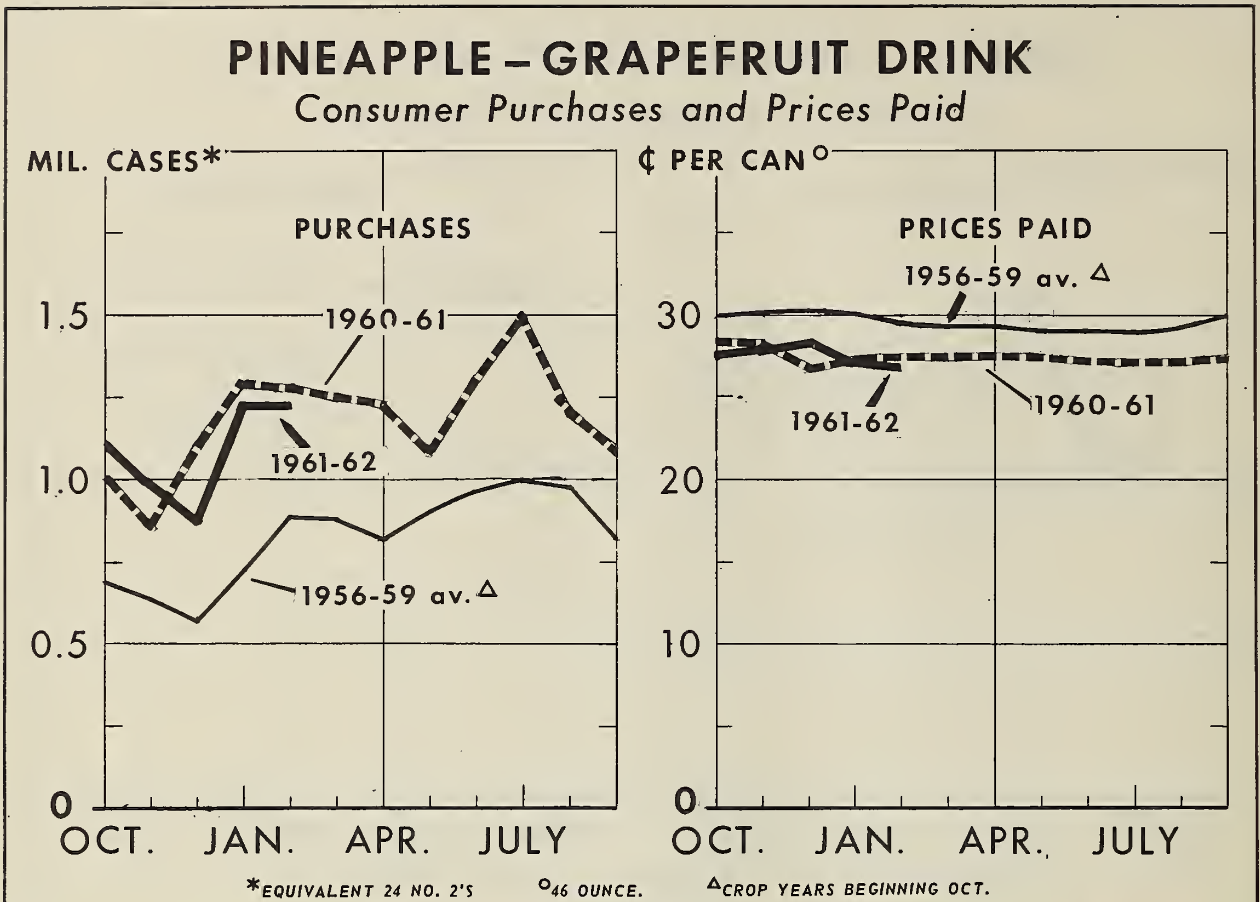


Figure 9

Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.	1,238	1,274	895	8.2	8.8	120	117	27.1	27.5	29.4
Mar.		1,254	885		8.3		129		27.7	29.3
Jan.-Mar.		6,812	4,398							
Apr.		1,226	825		8.5		118		27.7	29.5
May		1,067	913		7.5		116		27.6	29.0
Jun.		1,313	971		8.6		124		27.0	29.1
Apr.-Jun.		10,418	7,107							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Season		14,213	9,906						27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

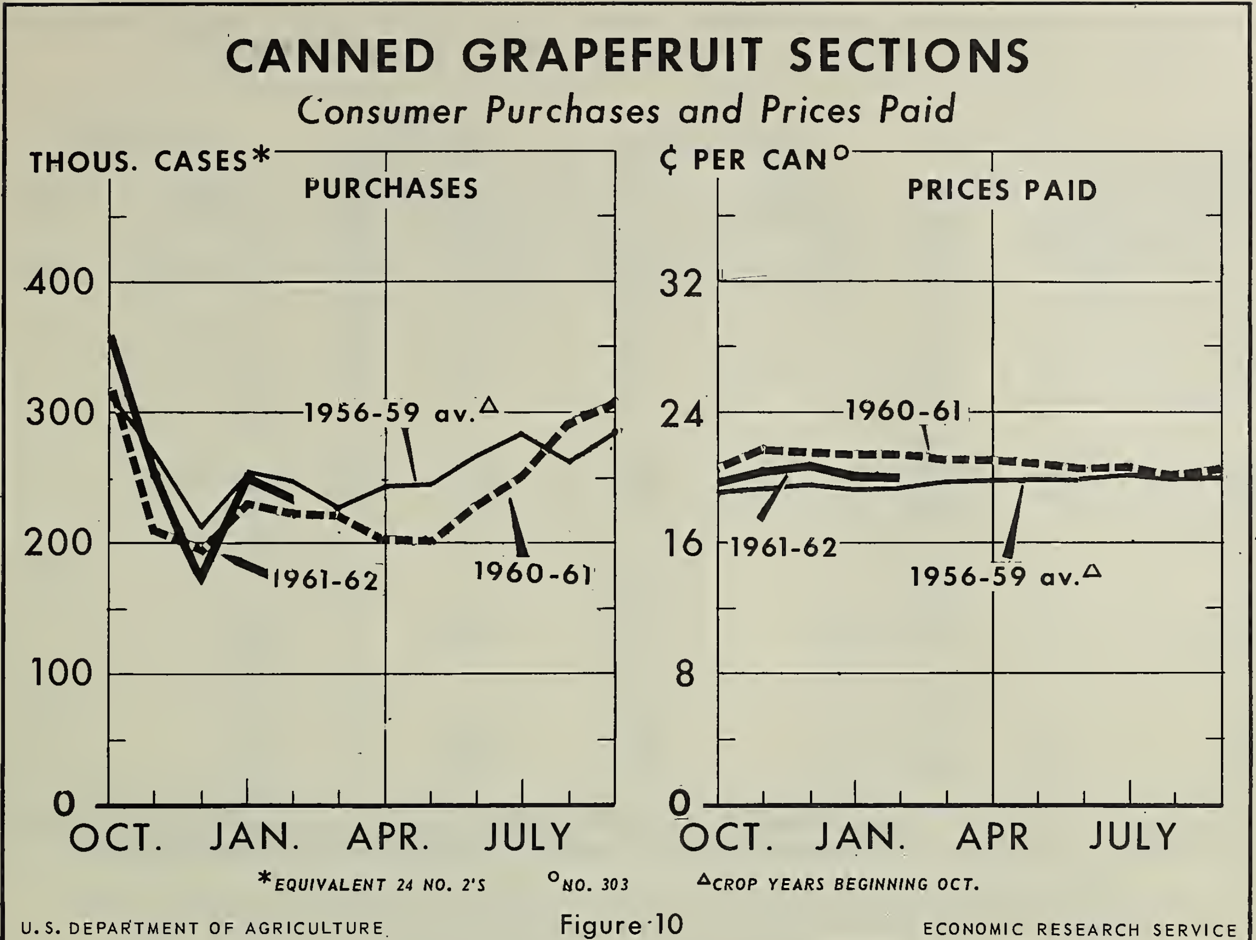


Figure 10

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.	237	226	248	3.7	3.9	56	52	20.0	21.4	19.4
Mar.		221	227		3.9		52		21.1	19.7
Jan.-Mar.		1,404	1,534							
Apr.		206	242		3.4		55		21.1	19.7
May		209	246		3.7		50		21.0	19.9
Jun.		228	266		4.0		51		20.6	20.0
Apr.-Jun.		2,047	2,288							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.	1,479	1,497	18.0	17.7	66	67	36.1	37.9
Mar.		1,569		19.0		66		37.9
Jan.-Mar.		8,952						
Apr.		1,669		19.1		71		36.6
May		1,603		18.9		69		37.3
Jun.		1,540		19.5		64		36.8
Apr.-Jun.		13,764						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.	1,688	1,530	12.3	11.4	109	109	34.8	34.1
Mar.		1,554		11.3		114		34.4
Jan.-Mar.		8,619						
Apr.		1,819		12.7		117		34.3
May		1,970		13.5		118		33.9
Jun.		2,224		15.1		120		33.7
Apr.-Jun.		14,632						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparison. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.	6,974	6,566	44.3	43.4	126	125	3,505	3,318	20.5	20.1	136	137
Mar.		6,616		43.7		123		3,369		19.6		145
Jan.-Mar.		38,803						18,513				
Apr.		6,691		44.0		123		3,619		21.0		140
May		6,625		42.7		126		3,601		20.8		140
Jun.		6,202		42.2		119		4,065		23.2		142
Apr.-Jun.		58,321						29,798				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Season		76,125						41,211				

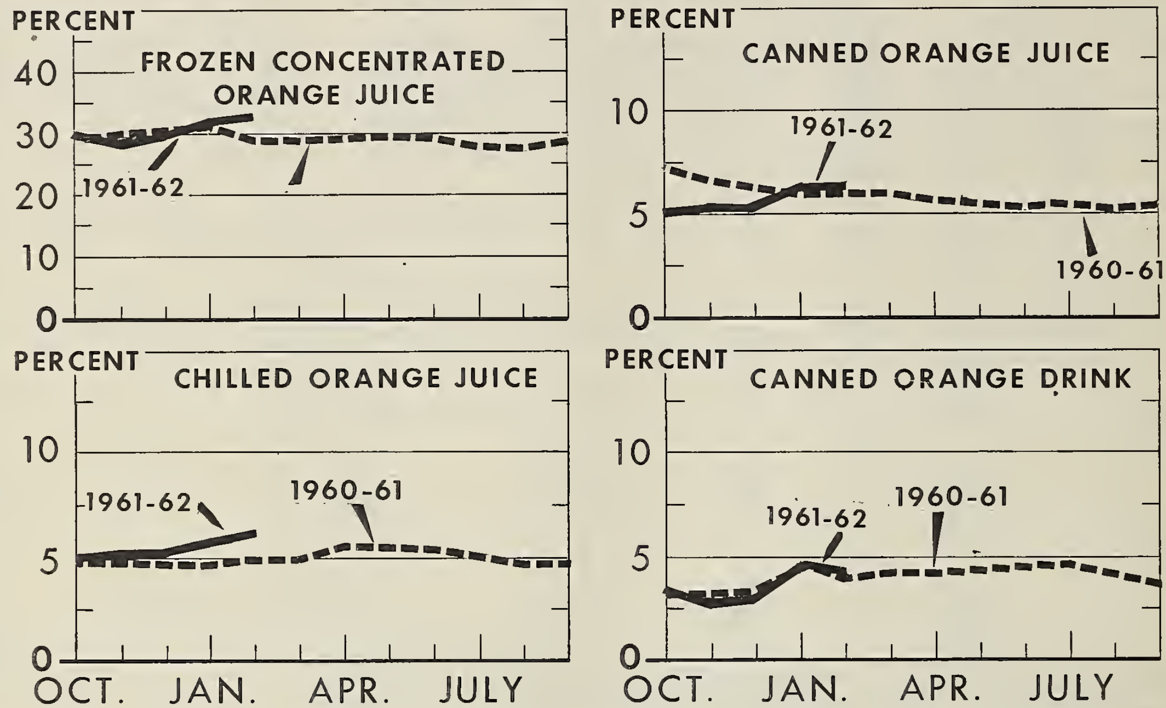
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,798	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.	4,245	3,579	432	372	477	391	619	452	164	151
Mar.		3,451		358		399		538		148
Jan.-Mar.		21,857		2,361		2,275		2,800		970
Apr.		3,694		350		428		632		143
May		3,546		346		442		640		145
Jun.		3,535		333		430		581		159
Apr.-Jun.		32,632		3,390		3,575		4,653		1,417
Jul.		3,367		348		380		463		175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Season		43,004		4,412		4,724		6,189		2,011

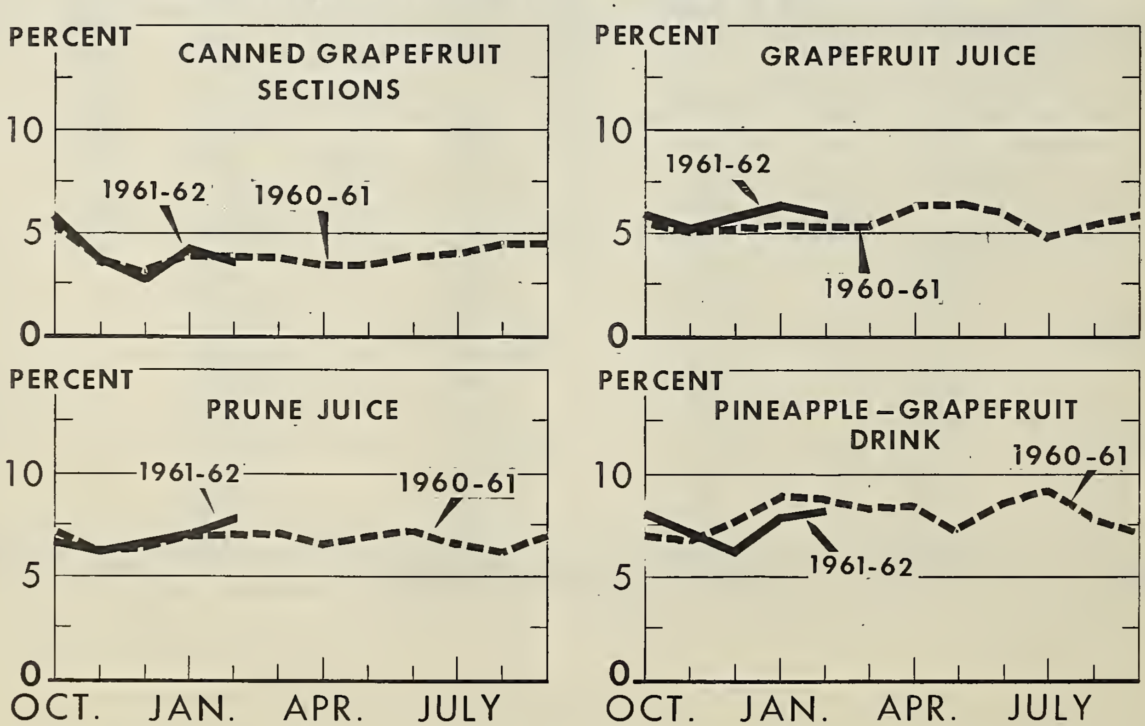
1/ Data are for 4-week (28-day) periods to facilitate comparisons.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS



U.S. DEPARTMENT OF AGRICULTURE — Figure 11 — ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS

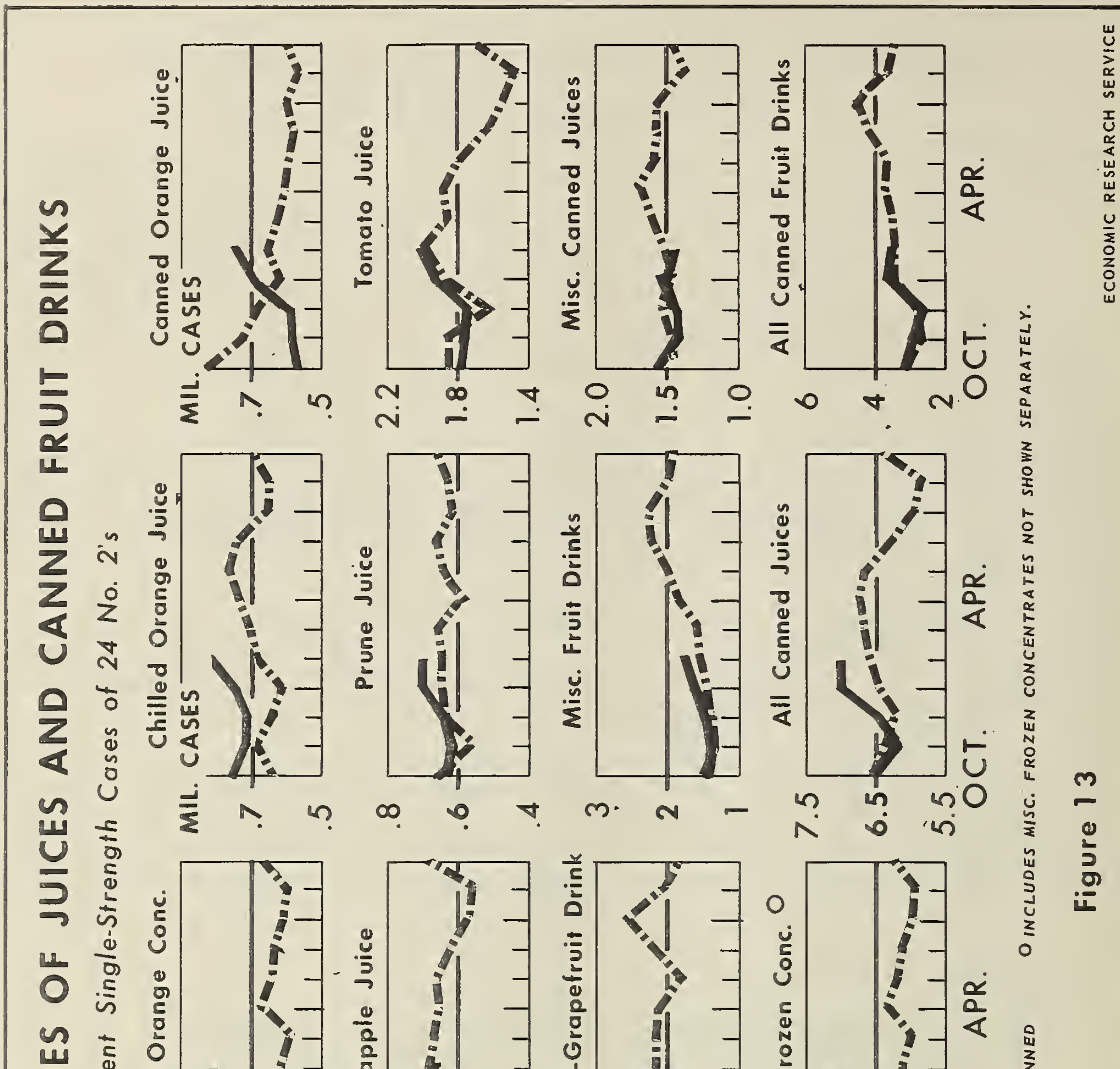


U.S. DEPARTMENT OF AGRICULTURE — Figure 12 — ECONOMIC RESEARCH SERVICE

Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, February 1961-February 1962 1/

Commodity	Purchases					Proportion of families buying		Purchases per buying family						Average price paid per can		
	Volume			Share of market				Number		Average size of purchase		Quantity per month				
	Feb. 1962	Feb. 1961	Change from 1961	Feb. 1962	Feb. 1961	Feb. 1962	Feb. 1961	Feb. 1962	Feb. 1961	Feb. 1962	Feb. 1961	Feb. 1962	Feb. 1961	Can size	Feb. 1962	Feb. 1961
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents	Cents
FROZEN CONCENTRATED JUICES:																
Orange	6,582	5,149	+28	39.8	34.4	31.5	28.5	2.0	2.1	25.2	20.5	50	43	6	18.0	21.7
Miscellaneous	687	911	-25	4.1	6.1	---	---	---	---	15.9	15.8	---	---	6	18.7	19.0
Total	7,269	6,060	+20	43.9	40.5	---	---	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,713	2,288	+19	4.0	3.8	6.0	5.0	2.5	2.6	41.2	41.7	106	108	32	38.6	39.6
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/														
Orange	719	645	+11	3.6	3.6	6.2	5.9	1.6	1.7	56.5	52.2	92	89	46	39.7	42.0
Grapefruit	823	619	+33	4.1	3.5	5.9	5.2	1.5	1.5	73.3	63.9	111	96	46	27.8	31.6
Pineapple	1,182	1,204	-2	5.9	6.8	10.2	10.1	1.4	1.4	68.3	67.7	92	96	46	28.4	28.7
Prune	699	643	+9	3.5	3.6	7.6	6.9	1.8	1.8	41.0	41.2	73	74	32	43.6	44.1
Tomato	2,072	1,958	+6	10.3	11.0	17.2	16.7	1.5	1.6	64.3	60.2	96	95	46	27.8	28.7
Miscellaneous	1,479	1,497	-1	7.3	8.5	18.0	17.7	1.6	1.7	39.8	39.2	66	67	46	36.1	37.9
Total	6,974	6,566	+6	34.7	37.0	44.3	43.4	2.3	2.4	54.5	52.0	126	125	---	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:																
Orange	579	514	+13	2.9	2.9	3.9	3.7	1.5	1.5	76.4	74.1	118	111	46	32.9	31.7
Pineapple-grapefruit	1,238	1,274	-3	6.1	7.2	8.2	8.8	1.4	1.4	88.8	83.6	120	117	46	27.1	27.5
Miscellaneous	1,688	1,530	+10	8.4	8.6	12.3	11.4	1.7	1.7	63.0	64.1	109	109	46	34.8	34.1
Total	3,505	3,318	+6	17.4	18.7	20.5	20.1	1.9	1.9	72.5	72.1	136	137	---	---	---
GRAND TOTAL JUICES AND FRUIT DRINKS 3/	20,097	17,745	+13	100.0	100.0	---	---	---	---	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	237	226	+5	---	---	3.7	3.9	1.4	1.5	39.8	35.0	56	52	16	20.0	21.4

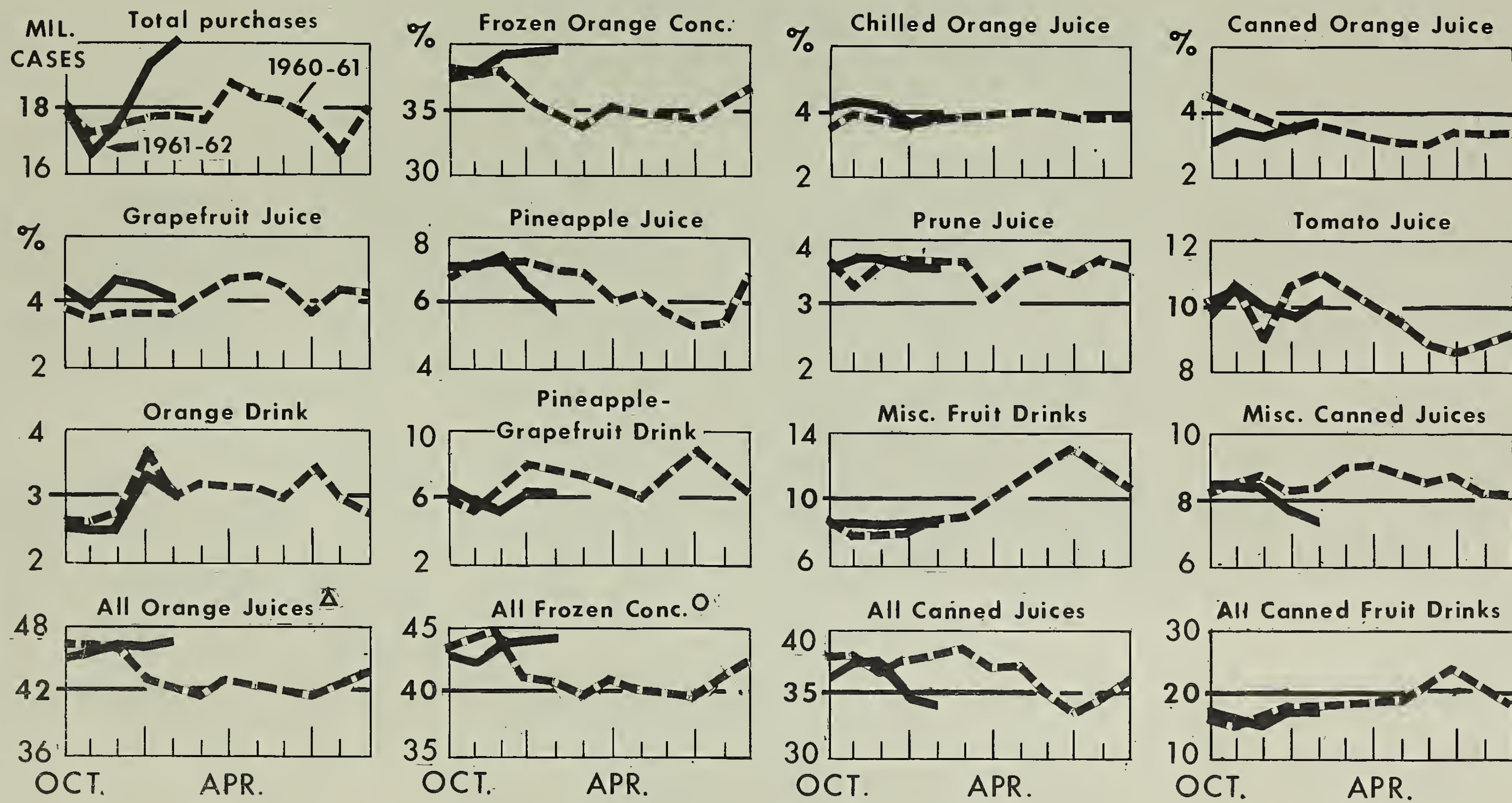
1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates. 4/ No. 303 can.



CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS
Equivalent Single-Strength Cases of 24 No. 2's
MIL. CASES
Total Purchases
1960-61
1961-62
Frozen Orange Conc.
Chilled Orange Juice
Canned Orange Juice
Grapefruit Juice
Pineapple Juice
Prune Juice
Tomato Juice
Orange Drink
Pineapple-Grapefruit Drink
Misc. Fruit Drinks
Misc. Canned Juices
All Orange Juices Δ
All Frozen Conc. ○
All Canned Juices
All Canned Fruit Drinks
OCT.
APR.
Δ CONCENTRATE, CHILLED AND CANNED
○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.
U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE

Figure 13

TOTAL CONSUMER PURCHASES & SHARE OF MARKET OF JUICES & CANNED FRUIT DRINKS

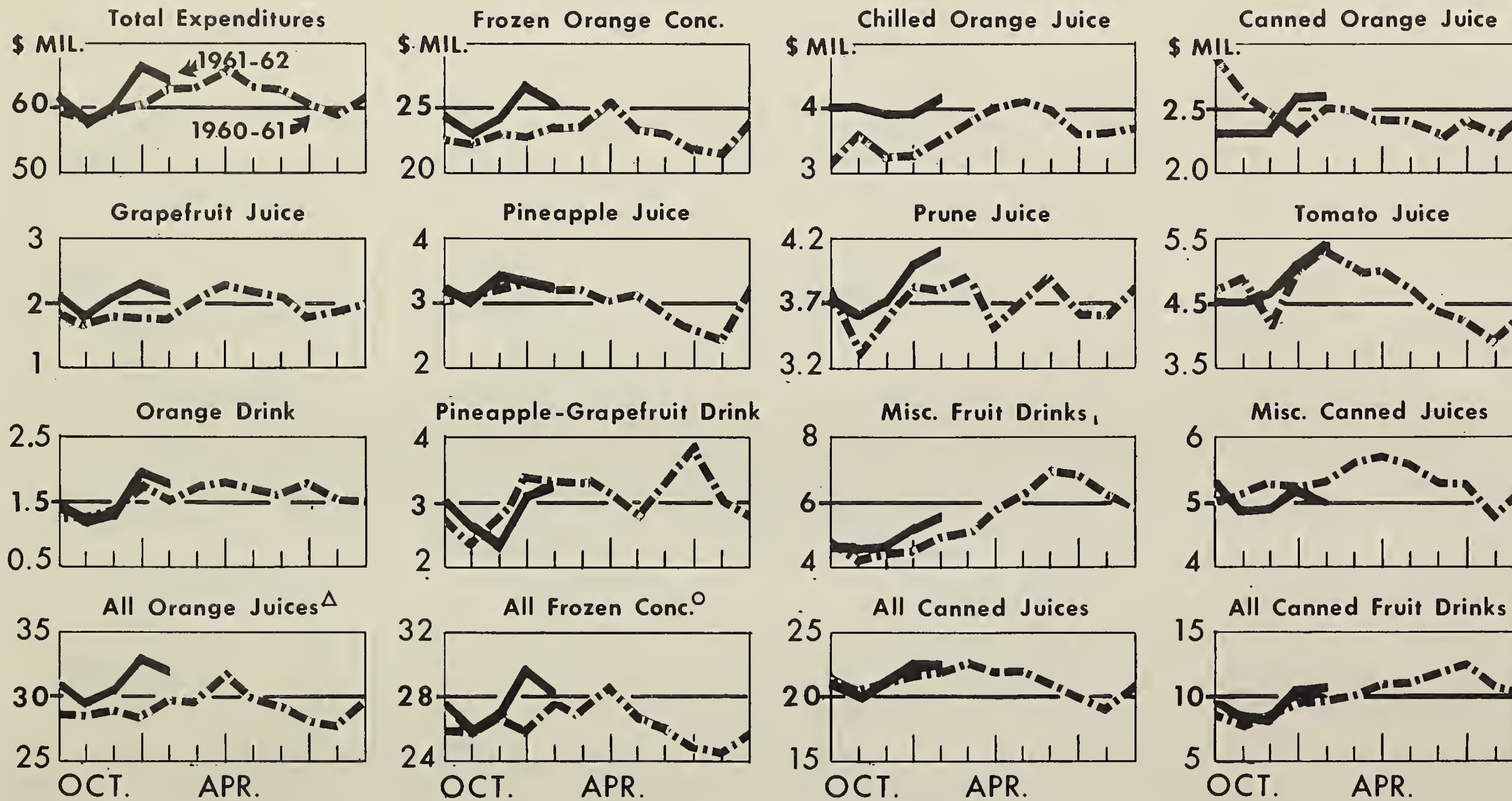


△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 14

U. S. DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 15

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